



Hotel
of the Month
Germany

“The beach is the central theme” A boutique hotel with seaside charm

The wellness and design HOTEL AM MEER & SPA on the island of Rügen is as close as it gets to the shores of the Baltic Sea. The privately run boutique hotel is the perfect getaway for those who just can't get enough of the sand beneath their feet.

TEXT: TINA AWLANI | PHOTOS: HOTEL AM MEER

Rügen is Germany's largest island and well known for its natural and structural diversity, while the town of Binz, the largest and probably most famous of Rügen's seaside resorts, is a prime example of the magnificent Bäderarchitektur (seaside resort architecture), which reached its peak at the beginning of the 19th century. The HOTEL AM MEER & SPA is located directly on the waterfront along the beautiful promenade.

New design brings the seaside inside

After a complete renovation, the newly designed HOTEL AM MEER & SPA was re-

opened in April 2012. The idea of blending the beach from the outside with the interior of the hotel was the cornerstone of the whole project and it came to fruition with the help of interior designer Hendrik Fraune. “The location of our four-star superior HOTEL AM MEER & SPA is absolutely unique. You literally can't get any closer to the beach. The Baltic Sea is always right in front of you and wherever you are in the hotel you can enjoy uninterrupted sea views. Sea-life in all its facets and the maritime atmosphere is captured all over the hotel. It feels as if nature and



Owner Wolfgang Schewe

Left: HOTEL AM MEER & SPA Binz - The perfect beach retreat



the interior design with all the modern and maritime elements blend into one unit. The beach is the central theme throughout the premises," owner and manager Wolfgang Schewe explains. Together with his skilled team he is constantly striving to make a stay at the HOTEL AM MEER & SPA a fantastic and pleasurable experience. All needs are catered for, whether one wishes to take a relaxed stroll along the beach for hours, opts for an activity-packed holiday or prefers the blissful ambience of a spa. "We offer the combination of activity, relaxing and enjoyment – this is exactly what our guests appreciate," Schewe says. Most of the 60 contemporary rooms of various categories and two exclusive apartments offer fantastic panoramic views of nature's most beautiful coast life.

Light local cuisine with a Scandinavian twist

Head Chef Oliver Finn spearheads the brand new meerbar | restaurant & bar. Specialising in light and healthy food, his creations are a contemporary interpretation of local and traditional Pomeranian dishes refined with a Scandinavian twist. And just like the beach ambience in the restaurant, which is of course seafront facing, the menu oozes seaside delight with plenty of fresh fish to choose from. The restaurant team is proud to source most ingredients directly from local suppliers. Just like the restaurants, a modern bar area serves as a place for coffee and cake in the afternoon. Later the bar area transforms into a vibrant cocktail place, where the ever-friendly barkeeper is always happy to recommend something really special from the exquisite wine or spirits menu. For those guests who had a long night, the restaurant offers a long sleeper-breakfast until 1.30 pm, so no one needs to rush out of bed for breakfast. Just what one needs for a relaxing holiday.

In-house and outdoor recreation

Multi level activity is key at the HOTEL AM MEER & SPA and options for staying in shape and feeling great are aplenty. The 600 sqm large VITALITY SPA is a haven of wellness featuring a state-of-the-art pool area, various saunas and steam baths including Rhassoul-bath and Hamam, as well as a great variety of pampering treatments with luxurious Clarins and Ligne ST Barth products. Fitness fans are most welcome to use the hotel's extensive gym facilities. Although a great choice of equipment is available, the hotel staff highly recommends al fresco exercise. "In our gym you'll find a sign saying '...and jogging is best at the beach'. This recommendation comes from the heart, some of our team members are marathon runners. Hiking through the fascinating nature with or without a guide, cycling tours or water sports – we organise almost everything. The town of Binz also offers great sports and activity programmes for visitors of all ages, especially during the summer," Schewe says. And what's more, it is no secret that the coastal breeze with its

high concentration of Iodine is incredibly healthy for body and mind.

The HOTEL AM MEER & SPA also offers a variety of conference facilities, where business meetings, off-sites or private functions are hosted in seaside style. An experienced team is on hand to create tailor-made solutions and ensure that all events run smoothly. Weddings on the nearby beach are a top tip for those who are planning to tie the knot.

www.hotel-am-meer.de

Bottom:
VITALITY SPA with pool and sauna

